



Cultural Competency: Leading From Where we Stand

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Today's objectives

- To present the argument that Cultural competence is everyone's responsibility.
- To introduce the CLAS Standards as a framework for how to integrate cultural competence into our individual lives and organizations.



Why Cultural Competence?

- Growing population diversity
- Disparities in access and outcome
- Lack of organizational and systematic focus on CLC efforts
- Legal requirements related to language access
- Title VI- Civil Rights law
- CLAS Standards 4-7
- Federal and state expectations and accreditation criteria
- It is a best practice approach

What is Cultural?

- Basic Assumption:
- Culture is an important variable in determining how people see and interpret (know) the world around them and the basis of how they make decisions.
- How does our own culture influence how we respond to others?

Defining Cultural Competence

- Clinical Based Definition
- Cultural competence is a set of behaviors, attitudes, and policies that come together in a system, agency, or among professionals that enable them to work effectively in cross-cultural situations.

Defining Cultural Competence (2)

- Need-Based Definition

Cultural competency is the acceptance and attention to the dynamics of difference, the ongoing development of cultural knowledge, and the resources and flexibility within service models to meet the needs of minority populations.

How has your agency attempted this?



Defining Cultural Competence (3)

- Market-Based Definition
- Cultural competence is the integration and transformation of knowledge, information, and data about individuals and groups of people into specific clinical standards, skills, service approaches, techniques, and marketing programs that match the individual's culture and increase the quality and appropriateness services and outcomes and lowers costs.



National Standards on Culturally and Linguistically Appropriate Services (CLAS)

- Culturally competent care (Standards 1-3)
- Language Access Services (Standards 4-7)
- Organizational supports for Cultural Competence (Standards 8-14)



Formula for Culture Competence

Attitude+

Knowledge + Skills

=

Competence



Attitudes

- Self-awareness and sensitivity to one's cultural heritage is essential
- One's personal cultural background and experiences can influence attitudes, values, and biases
- Recognize the limits of personal and organizational multicultural competency and expertise
- Recognize personal and organizational sources of discomfort with difference that exist with regards to race, ethnicity and culture



Knowledge

- About one's own racial and cultural heritage and how it personally and professionally affects one's definitions and biases of normality/abnormality.
- Understanding how ethnocentrism influences our interactions
- Awareness of demographic changes in implications to your services
- Understand how culture impacts our behaviors related to health, illness, and health seeking practices



Skills

- The ability to continually assess our own responses, bias, and cultural preconceptions
- Ability to realistically assess our own language proficiency
- Ability to use interpreters effectively
- Ability to foster a positive therapeutic alliance with diverse consumers through effective communication



Skills cont.

- Ability to assess consumer's language skills as they relate to their ability to communicate fully with the provider
- Ability to seek consultation, training or education, and refer out to more qualified individuals or resources

Who Uses Cultural Competence?

- Coca Cola/Pepsi Cola
- Department of Defense
- Budweiser
- General Motors
- IBM

Conclusion

*Different does not
mean better or worse.*